MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3 SESSION 2015 / 2016

BMG 1034 CORPORATE BUSINESS ETHICS

(All Sections / Groups)

3 JUNE 2016
3.00 p.m. to 5.00 p.m.
TWO (2) HOURS

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **THREE (3)** pages including cover page
2. There is **ONE (1)** section in this paper.

   SECTION A - Answer **ALL** questions.
3. **ALL** answers should be written in the answer sheets provided.

Section A

Answer **ALL** questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

Question 1

Ethical problems in marketing stem from conflicts and disagreements. Each party in a marketing transaction brings a set of expectations regarding how the business relationship will exist and how transactions should be conducted. Discuss **FIVE (5)** ethical issues in marketing. Provide relevant examples to support your answer

(20 Marks)

Question 2

On 15 March, 1962, US President John F. Kennedy delivered an historic address to the US Congress in which he outlined his vision of consumer rights. This was the first time any politician had formerly set out such principles.
'Consumers by definition, include us all,' Kennedy said in his Congressional Statement, 'They are the largest economic group, affecting and affected by almost every public and private economic decision. Yet they are the only important group... whose views are often not heard.'
Despite the onus is on the vendor the consumers also need to be aware of their right's. Discuss **FOUR (4)** consumers' rights and provide examples for each.

(20 Marks)

Question 3

Bradley Birkenfeld is the most significant financial whistleblower of all time, so you might think he'd be cheering on the disclosures in the new Panama Papers leaks. But today, Birkenfeld is raising questions about the source of the information that is shaking political regimes around the world. Explain the concept whistleblowing. Discuss **FOUR (4)** characteristics of a whistleblower.

(20 Marks)

Continue…

Question 4

Corporate social responsibility (CSR) refers to a business practice that involves participating in initiatives that benefit society. Liz Maw, CEO of nonprofit organization Net Impact, noted that CSR is becoming more mainstream as forward-thinking companies embed sustainability into the core of their business operations to create shared value for business and society. Describe **FIVE (5)** benefits of performing CSR for an organization

(20 Marks)

Question 5

Good corporate governance is not an end in itself. It is a means to support economic efficiency, sustainable growth and financial stability. It facilitates companies' access to capital for long-term investment and helps ensure that shareholders and other stakeholders who contribute to the success of the corporation are treated fairly. Discuss **FIVE (5)** golden rules of best corporate governance practice.

(20 Marks)

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